



BUSINESS DAILY

Kenya eyed as new hub for regional trade

The World Bank estimates that East Africa will receive direct foreign investment of \$25 billion (Sh1.8 trillion) in the next five years.

Nestle Kenya plans to boost production capacity in its Nairobi plant eightfold, investing \$29 million (Sh2.4 billion). British American Tobacco has spent nearly \$60 million (Sh5 billion) upgrading its Nairobi plant from which it serves 17 markets across Africa and the Indian Ocean Islands. Kenya is in a prime location to reach not only Africa, but also to the Middle East.

Kenya has spent billions of shillings on infrastructure so that products can easily move across the nation. Robert Shaw, an independent analyst said, "It marks a major about-turn for multi-national firms. Kenya's profile as a hub for the regional markets has brightened."

These efforts are expected to improve Kenya's manufacturing sector, helping to make the country a middle income economy by 2030.

To read the full *Business Daily* story, please [click here](#).

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Did you know? Microfinancing empowers Kenyan women to start small... <http://www.designab.com/kenya/postcards/2/postcards-from-kenya-2.html>

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Microfinancing empowers
Kenyan women to start
small businesses.

- The Kenya Women Finance Trust Limited (KWFT) was established to help women entrepreneurs develop their business models through microfinancing.
- In 2010 KWFT, planned to increase its clients to 600,000 and disburse Sh20 billion (nearly \$250 million USD) countrywide.
- The small to medium size business loans not only spur companies, but also create employment opportunities, especially in rural areas. Other personal loans allow women to access money for their children's education so they needn't siphon off money from their businesses to support their families.

Source: The Standard

Source: KWFT 1

Source: KWFT 2



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